

FREQUENTLY ASKED QUESTIONS

For the City of Hayward General Plan Update RFP

UPDATE on August 7, 2012

During the Pre-Proposal meeting on August 7, 2012, there was a request for more information about the City's current effort to update its Economic Development Strategy.

The City has formed an internal team to update its Economic Development Strategic Plan, which is anticipated to be adopted by the first quarter of calendar year 2013. The scope of the project is as follows:

1. Identify economic development goals throughout the community, geographically and across business and industry sectors;
2. Identify a long-term, viable funding mechanism for economic development to replace Redevelopment and associated state and federal funding streams;
3. Develop a marketing strategy that re-brands Hayward and enhances the image of the community to support economic development;
4. Develop an organizational framework inside and/or outside of the municipal organization that can support and accomplish identified economic development goals and;
5. Clearly identify a list of partners and enhance those relationships.

1. What will be included in the City's GHG background report?

The GHG background report will include the City's inventories for the years 2005, 2009, and 2010. The technical consultant team will be expected to project GHG emissions associated with development projected in the General Plan.

2. What assistance does the City require with respect to the Housing Element?

City staff will write a large part of the Housing Element, however, consultants will assist with addressing changes in State law that have occurred in the last three years. City staff will complete the inventory. Consultants will assist with submitting the Housing Element to the Department of Housing and Community Development (HCD) and will assist the City with responding to comments from HCD.

3. Background Reports - At what level of detail are these anticipated? Would EIR setting level be sufficient?

Yes, EIR setting level is sufficient.

4. Background report for public health. What is the desired level of effort for this?

For the Public Health background report, we'll look to the toolkit titled "How to Create and Implement Healthy General Plans" (available at http://www.healcitiescampaign.org/general_plan.html) as a guide.

5. Fiscal Impact Analysis: What is envisioned for this: Assessment of the City's fiscal position? Economic analysis? Market analysis? Or just preparing materials to be ready for fiscal impact analysis as part of later tasks.

The FIA should not have been listed under Background Reports. We apologize for the error.

6. Are you envisioning separate reports for each topic, or perhaps one or a couple of reports with related topics combined?

Separate reports would be preferable so that individual topics may be easily accessible from the City's website.

7. EIR - Would the consultant do all of the sections, or would City staff prepare section on topics for which they did background reports (public services, water supply, etc.)?

The consultant will do all sections.

8. Mapping: Would GIS-based maps of existing/proposed land uses made available? Yes. Would all of the General Plan maps be prepared by City staff and made available as well?

Yes.

9. Fiscal Impact Analysis - Does the City currently have a fiscal model?

For the format of a recent Fiscal Impact Analysis in Hayward, you might refer to one that was prepared for a specific plan. It is available at <http://www.hayward-ca.gov/CITY-GOVERNMENT/SPECIAL-PROJECTS-&-STUDIES/mbcsp/pdf/2011/plan/Appendix%20C.pdf..>

10. Meetings - Are there any meetings (besides those related to the EIR) that you would want the consultant to attend?

No.

11. Printing - Would City print multiple copies of background reports/EIR?

We'll try to do very little printing. For needed hard copies, the City will print them.

12. Will the background report on biological resources require a tree inventory?

No.

13. Are you likely to require any updates to the historic inventory?

No.

14. Have the three GP EIR alternatives already been vetted by the Planning Commission?

No. We anticipate the three alternatives will be developed in response to ideas generated by the community.

15. Does the City have an inventory of existing building square footages categorized by land use types?

Yes, we have County Assessor data in our GIS that can provide this information.

16. How many meetings are typically included for Planning Commission and City Council hearings? Should we assume 1 NOP/public scoping and 1 Draft EIR public comment hearing?

Consultants should plan to attend one scoping meeting, one community meeting for the DEIR, one Council meeting for the DEIR, and at least three coordination meetings with City staff. Consultants will not need to attend additional Planning Commission or City Council meetings.

17. How many client references do you require?

At least three.

18. Does the City have a preferred traffic consultant?

Kittleson and Associates (formerly Dowling and Associates) have prepared the all of the traffic analysis for the City's EIRs in the last several years.

19. The project budget of \$1.25m seems a little high as the technical reports will form the basis of the EIR existing setting and overall would reduce costs to half if not less. Is there a specific reason why the City has budgeted for such a conservative estimate?

We tried to budget the project based on expenses experienced by other cities. Obviously, this was difficult to do as our scope is not the same as that used by other cities' consultants. If there is sufficient room in the budget, we might consider having a Master EIR prepared for the General Plan. If this sounds reasonable, please include this as an optional item in your proposal.